

Consolidated
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Torrance Herald
and Lomita News

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This Issue

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SECTION B

TORRANCE GREETES CIVIC LEADERS

KEYNOTE FOR HARBOR AREA DEVELOPMENT IS SOUNDED

Chief County Planning Engineer Says This District Must Expand Industrially to Support People Coming Here

GROWTH DEPENDS ON PLANNING

Report by William J. Fox Covers Vital Points of Harbor District's Present Condition and Potentialities; Forms Basis for 1931 Activities

"The Harbor District will be called upon to furnish 75 per cent of the industrial land needed to support the ultimate population in the regional area of Los Angeles County."

"It has at present in operation more industries than the districts of Vernon, Central Manufacturing, Bandini, Laguna-Maywood, South Gate and City Terrace all combined."

"The Harbor District... represents the heart of the industrial background for the Los Angeles Metropolitan Area."

These statements made by William J. Fox, chief engineer of the Los Angeles County Regional Planning Commission at a meeting of the Harbor District Chamber of Commerce recently, sound a monumental keynote for the activities of the Harbor District Chamber of Commerce during 1931.

Points Way to Future
Fox's statements clearly show the potentialities of this district, the location, present conditions and position in industrial development and presents the geographical reason for future expansion.

There are other major industrial districts in the region of Los Angeles County whose development is just as vital to the future of the metropolitan area as water supply, the engineer reported.

"It is therefore expedient that our attention should be directed to all the influences which tend to retard or curb industrial development; for the reason that our growth in terms of population will increase no faster and to no greater extent than will our industrial expansion," he said.

Contributing Factors
It is these influencing factors that the Harbor District Chambers must study and profit by in order that the future growth of this territory may be assured. Among the contributing elements to development, Fox lists the following: Land requirements; sufficient area for expansion; protection by proper zoning; housing facilities for employees; transportation facilities.

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Honored Guest



Supervisor John R. Quinn

Who is a guest of the city at the meeting of the Harbor District Chambers of Commerce tonight. Supervisor Quinn is representing this part of the county with considerable credit and distinction.

Assumes Office



W. Rufus Page

Who will be installed as first vice president of the Harbor District Chambers of Commerce tonight by Supervisor John R. Quinn.

WIDE RANGE OF PRODUCTS IN TORRANCE

Everything from pearl hand toilet goods to steel products of nearly every description is "Made in Torrance."

A survey made this week of industries here shows a wide range of products either manufactured wholly or in part within the city limits. And the outlook for 1931 appears brighter than ever, according to the executives of the companies here, who are unanimous in declaring that "business" (Continued on Page 8-B)

Mayor Voices City's Welcome To Harbor District Citizens

"Friends, as mayor of the City of Torrance, it becomes my pleasant duty to welcome you, representatives of the Harbor District, and to extend to you the friendly greetings of our community and of the Torrance Chamber of Commerce whose guests you are.

"Your visit to our city is an honor, indeed, and we hold it to be a privilege to be hosts to such a distinguished body of representative men who have grouped themselves together in an association which has for its high object the building up of our vast territory and extending its numerous and varied interests.

"That we shall all share alike in the prosperity and growth which is sure to follow the determined efforts of such an association is a foregone conclusion.

"Increased resources, larger industrial development, more homes, greater population, more stable business, are the results for which we are striving, and with such an organization to give strength to our efforts and wisdom to our planning, these happy results are sure to be realized. More power to the Harbor District Chambers of Commerce."

—Mayor John Dennis, City of Torrance.

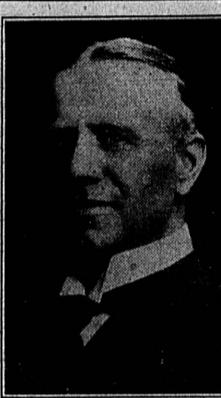
Torrance Pledged to Aid Industrial Development

"The government of Torrance has in the past, is now, and without doubt will continue in the future to provide ordinances and establish policies strongly favorable to industrial development. At the same time the lives and property of its citizens are fully respected and safeguarded. The city is considered by many to be dependent for its life on the success of its industries and it cannot afford to do anything derogatory to their good.

"There is a general satisfaction with the government among the citizens. There seems to be a traditional policy of business administration rather than political administration. The advantages of such a system are obvious to commercial and industrial men. No other city in Southern California has a more satisfactory system of representative government than the City of Torrance."

—From a report compiled by an eminent firm of consulting engineers and statisticians, now on file at the offices of the Chamber of Commerce.

Gives Address



Frederick J. Koster

Whose presence at the installation banquet tonight is regarded as an especial honor for the City of Torrance and the entire membership of the Harbor District Chambers of Commerce.

NATIVE SON AIDS STATE DURING LIFE

A native son of California, Frederick J. Koster, of San Francisco, is regarded as one of the outstanding business executives of this state.

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HARBOR DISTRICT CHAMBERS PROGRAM TODAY OUTLINED

Many Prominent Guests Attending the First Meeting in 1931 of Combined Civic Organizations at Women's Club

CITY IS HOST TO VISITING OFFICIALS

Frederick J. Koster, President of the State Chamber of Commerce, is Principal Speaker; Complete Program of Sessions Presented

Starting the new year right. That's what the Harbor District Chambers of Commerce plans to do in Torrance late this afternoon and tonight. At this first meeting in 1931 the organization, which lists among its membership more than 50 civic groups

in this part of the county, will launch a program for industrial expansion that should be productive of assured prosperity and good will for the entire Harbor District.

Past accomplishments of the organization will be reviewed for a two-fold purpose—to acquaint the membership of what has been done in order to provide a foundation for future endeavors and to demonstrate to county officials and mayors of eight cities what the Harbor District Chambers intend to do with their cooperation during the next 11 months.

Business Sessions at Church
It is expected that 250 representative citizens from all communities in the district will be present here today to attend the two meetings scheduled. County officials and the mayors of Long Beach, Redondo, Hermosa, Manhattan, Beach, Gardena, Compton and Signal Hill have been invited to be guests of the city at the banquet and installation program.

From 4 to 5 p. m. the Regional Highway meeting will be held at the First Christian church auditorium. This session will be in the form of a round table discussion of highway matters affecting the Harbor District. Ray G. Baldwin, of Long Beach, member of the Los Angeles Regional Planning Commission, will be in charge of the discussion. A business session will be held by the officers and directors at 5 o'clock.

Entertainment Numbers
The main event of the day, when several noted speakers will address the visiting delegates, officials and citizens, will start at 6:30 o'clock at the Women's club on Engracia avenue.

Opening the banquet and installation program will be Frederick J. Koster.

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HOW TORRANCE WAS FOUNDED

Careful Planning of Industrial Center Results in Modern City Which is Still in Its "Teens"

Torrance was founded October 24, 1912, when Mr. J. S. Torrance, then president of the Dominguez Land Company, made "certain statements" to a notary public of Los Angeles regarding the restriction and sale in small parcels of a certain piece of property to be known as the City of Torrance.

The Dominguez Company had been incorporated in May, 1911. In December, 1911, the Union Tool Works completed buildings on 25 acres of land here—the first manufacturing plant in the city. The original city limits included 3494 acres of land.

According to a voluminous report compiled at great expense in August, 1925, by a firm of consulting economists, engineers and statisticians, the idea of an industrial site, as planned for Torrance, was first brought up at a directors' meeting of the Union Tool Company.

"Land was excessively high in price and facilities offered were very limited in the city of Los Angeles at that time, and it was shown that there was a definite need for industrial land which might be bought at a comparatively low price and which might have furnished with it facilities making it as desirable to manufacturers and workmen as Los Angeles city land, and if possible, more desirable," the comprehensive report stated.

Oil Supplies Factories
"With this idea in mind, the City of Torrance was very definitely planned and the industries (Union Tool, Pacific Electric Shops, and the Llewellyn Iron Works, which later was acquired by the Columbia Steel Company, a subsidiary of the United States

Steel Corporation), allotted acreage located according to the original plan of the city.

"A great deal of attention was attracted by this early experimental development in city planning and sales of lots during the period from August, 1912, to August, 1913, were very active. The original idea was to have a place where industry could operate with all the advantages offered by city location, and yet, at the same time, give the workmen in industry opportunities to take advantage of the many desirable factors found in a suburban residential area. The plan worked out very satisfactorily and was well accepted by both industries and workmen. The war, and discovery of oil in Torrance area, however, disrupted the plan of workmen carrying out extensive plans for home gardens and small acreage holdings adjacent to the town. The oil development also overshadowed the industrial growth of the community that practically the whole impetus of a well-made start toward a carefully planned industrial city was lost, and it was not until a comparatively recent time that any definite plans of industrial expansion were made or put into operation.

"Up to May 12, 1921, the city (Continued on Page 8-B)

PUBLIC SPIRIT IS AID TO CITY

Torrance Officers, Chamber Leaders Are Representative of Community's Civic Life

There has always been the greatest cooperation between the city and the business and industrial interests in the City of Torrance. This cooperation has not resulted in a system of bureaucracy, as is evidenced by the following list of officers in the city government and their occupations:

John Dennis, mayor, who is justice of the peace of Lomita Township. Dennis also served as secretary pro-tem of the Chamber of Commerce during the recent political campaign while Carl Hyde, regular executive secretary, was a pre-election arbiter for Supervisor John Quinn.

G. A. R. Steiner, councilman, recently acquired ownership of a service station. He has been influential in real estate circles in the city. E. C. Nelson, councilman, is cashier of the First National bank. Cashlon B. Bell, councilman, is chief clerk at the Pacific Electric general shops here. R. R. Smith, councilman, serves the Union Tool Company as supervisor of employment and welfare.

Working for Their City
This happy combination of utmost service to the city as government is also to be found in the list of directors of the Chamber of Commerce, who have given their whole-hearted support to community betterment.

The Chamber leaders are W. Rufus Page, president, delegate to Harbor Chambers of Commerce and member of the Industrial Committee of the Los Angeles Chamber and State Chamber; Harry Dolley, first vice president, and delegate to Harbor Chambers; Sam Levy, second vice president; Carl Hyde, executive secretary; James W. Leech, treasurer; and

Early Days of Harbor Group Are Told

To Lomita goes the credit for being the birth place of the organization, now known as the Harbor District Chambers of Commerce, that is meeting for the first time in 1931 here today and tonight.

An exhaustive research of old records of the Harbor

group, statements by past presidents and an inspection of the Torrance City Council minutes by City Clerk A. H. Bartlett, confirms the honor that is Lomita's for the founding of the present influential and well-established organization headed for the second time by A. E. Henning, councilman of the 15th district of the city of Los Angeles.

A notice from the "Lomita Civic Society" some time in the fall of 1913 was sent to a number of citizens of surrounding communities regarding a meeting to form an association of Chambers of Commerce in the district. This meeting was held in a very small hall, called "Literary Hall," which has long since been demolished, according to W. S. Rosecrans, of Gardena, who was chosen first president.

George Proctor was Torrance's representative at this meeting. During the latter part of September, 1913, the first regular meeting of the new civic group was held here, according to City Clerk A. H. Bartlett's records.

Group Held Intact
"I remember that the organization overlooked sending an invitation to the meeting to the City of Gardena and that the first order of business was the issuance of a letter of apology to the Gardena Chamber of Commerce for the unintentional oversight."

The City of Torrance paid dues to the organization for the first time in January, 1914.

For the next four years after its founding, the Associated Chambers met irregularly at the homes of the directors or members, all with a small attendance of interested men who believed in the Harbor District. Nothing startling was accomplished by the group, but they kept intact the organization and by frequent meetings began to gain a foothold in the civic life of the community.

Name is Changed
"We were deeply gratified," Rosecrans narrates, "when, early in 1917, Redondo Beach joined the organization. The title was then changed to the 'Fourth District Chambers of Commerce.' In the same year, we were somewhat disheartened when San Pedro, Wilmington, Compton, Hawthorne and

Inglewood turned us down very coldly.

"However, we kept up our meetings. The type of projects during the war were limited in character, as there was practically no public improvement going on at that time."

Rosecrans then stated what probably could be termed the "obstacles" of the group. "We felt that we should become better acquainted, and that if we did so it would be easier for us to cooperate in public improvements. We found this rather difficult. Many of our neighbors were not only unfriendly to the organization, but were, in fact, quite suspicious.

Recalls Amusing Incident
"Toward the end of 1913 we got up our courage sufficiently to ask the Long Beach Chamber of Commerce to join us, and somewhat contrary to our expectations, we were received with open arms. And from this time, in my judgment, the future of the association became more secure."

Taking up the history of the organization, where Rosecrans left off, W. B. McQueen, another past president, who served in 1920, recalls a rather startling scene for a meeting in 1919. At that time, William Overman, Gardena mortician, was secretary of the Fourth District Chambers of Commerce.

"Bill Overman was the undertaker in his town and on one occasion the meeting was held in Bill's morgue," McQueen states. "I well remember that night. Bill shooed us into a dark room, saying as he did, 'I'll turn on the light.' So, finding a chair in the darkness, I nestled down and tried to park my hat on a smooth surface by my side. This turned out to be a casket containing the lifeless body of some unknown pilgrim who had departed this world the previous day.

McQueen's Tribute
"The man who stood opposite me demurred at what he called the 'gall' of Bill, in putting us into such a place, but I assured him that he would not be disturbed, and all went well with our

"Presenting—"



A. G. Arnoll

Of the Los Angeles Chamber of Commerce, who will introduce the speaker of the evening, Frederick J. Koster.